



PROACATIVE SFE INTELEGEENCE, NOT JUST DATA

The Issue:

Using the current data sets proves challenging to answer the questions: "What is working and why?"; "How do we compare to our competition?"; What can we do to proactively increase access and market share?"

Our Solution:

MD Snapshot is an in-depth diagnostics tool that transforms data into Intelligence. The solution provides a 3D perspective of the sales force vs. competitors. The added dimension of MD interpretive data bridges the gap between existing qualitative and quantitative data to proactively give sales managers what they need to drive performance.

What is MD Snapshot?

- Proactive Sales Force Effectiveness (SFE) survey using our Nationwide Network of Specialists™
- Real-time, robust insights into the impact Sales Professionals have on target HCPs from the company's Sales Force and from competitors
- Flexible and highly customizable intelligence gathering capabilities to get answers to the questions you ask

What is the Benefit?

- Drive performance of the Sales Force proactively
- Sales Managers and Trainers can pinpoint areas of strength and opportunity compared to competitors
- Provides recommendations to optimize SFE through training and coaching
- Validated methodology from industry experts from academic institutions, including St. Joseph's and Penn State Universities

How does it work?

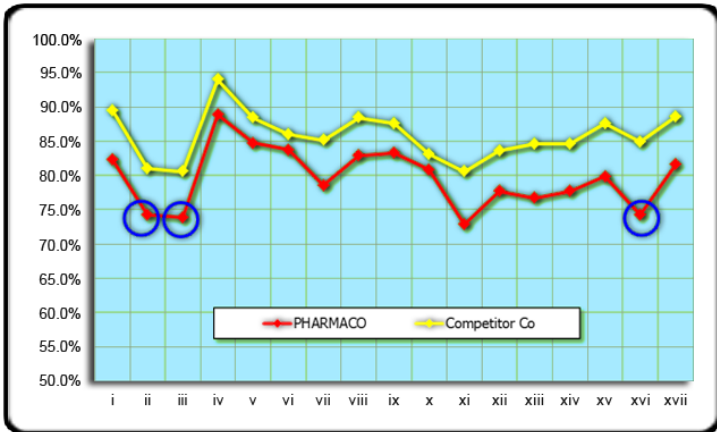
- Assesses what happens in the field at the most critical point in the sales process - the interaction between Sales Professional and HCP
- Leverages our Nationwide Network of Specialists (110,000+ HCPs representing all specialties)
- Peer-to-peer intelligence from your target HCPs, not self-selected panelists

For additional information, please contact us today!

MD Snapshot Case Study

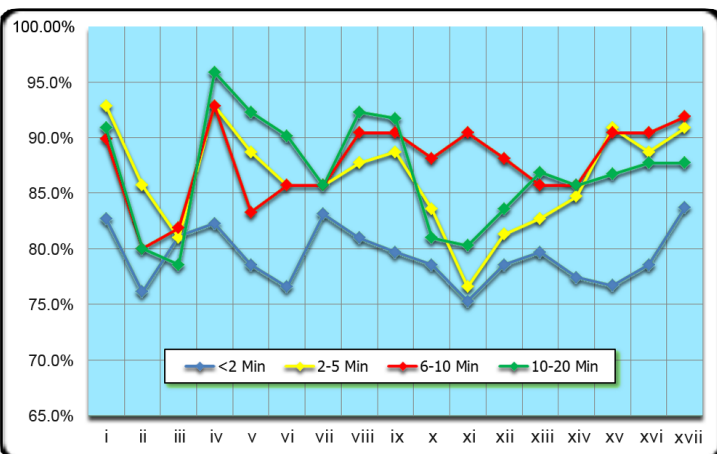
Situation:

Top tier pharmaceutical company's (PHARMCO) Learning and Development department tasked with identifying skills to help a highly tenured specialty sales team increase market share for its' market-leading product.



What:

PHARMCO has opportunities to optimize (ii) opening with relevance, (iii) relating to the doctor's needs, thus (xvi) impacting likelihood to prescribe; become more doctor-focused than product-focused

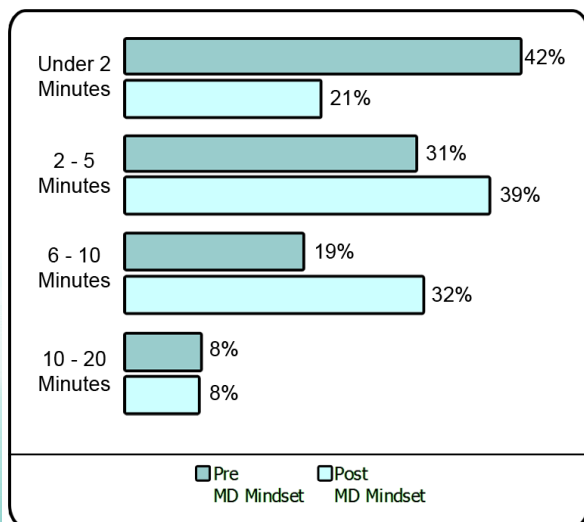


Why:

42% of all PHARMCO calls were <2 min due to failure to gain mental access to open relevant clinical conversation; 6-10 min call yielded optimal impact on prescribing

How:

Increase call duration by optimizing opening to gain mental access and engage physician in relevant conversation using MD Mindset training
 <2 min calls decreased from 42% to 21%
 2-5 min calls increased from 31% to 39%
 6-10 min calls increased from 19% to 32% (optimal call)



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